

1. Record Nr.	UNINA9910830117203321
Autore	Fisk Peter
Titolo	Marketing genius [[electronic resource] /] / Peter Fisk
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, NJ, : Capstone, 2006
ISBN	1-907293-40-X 0-85708-651-0 1-280-51943-6 9786610519439 1-84112-732-9
Descrizione fisica	1 online resource (500 p.)
Disciplina	658.8 658.802
Soggetti	Marketing - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Marketing Genius; About the author; Turn on; Play; Part 1 Ingenuity: The making of a marketing genius; Track 1 Complexity; Track 2 Expectations; Track 3 Genius; Part 2 Thinking: The mind of a marketing genius; Track 4 Strategy; Track 5 Brands; Track 6 Customers; Track 7 Innovation; Part 3 Competing: The touch of a marketing genius; Track 8 Propositions; Track 9 Experiences; Track 10 Connections; Track 11 Relationships; Part 4 Leading: The impact of a marketing genius; Track 12 Performance; Track 13 Marketers; Track 14 Leadership; Track 15 Futures; Genius lab; Genius catalysts; Genius source RechargeIndex
Sommario/riassunto	The little black book of marketing is here. Marketing guru Peter Fisk's inspirational manual of marketing shows you how to inject marketing genius into your business to stand out from the crowd and deliver exceptional results. Marketing Genius is about achieving genius in your business and its markets, through your everyday decisions and actions. It combines the deep intelligence and radical creativity required to make sense of, and stand out in today's markets. It applies the genius of Einstein and Picasso to the challenges of marketing, brands and innovation, to deliver exceptional impact in

